Rep Order# EC'd Yes 6831863 Ver# 2 Status Returned Traffic Order# 104122 Showing Buylines: All Lines Printed: Last Received: 07/09/2012 9:13 AM 07/09/2012 6:02 AM

Phone# Station KSNV-TV LAS VEGAS, NV.

Advertiser ().BERKLEY FOR SENATE

Product BERKLEY FOR SENATE

Estimate# 30S Fax# Buyer Estimate# MICHAEL D'ETTORRE

> Agency C/P1/P2/E
> Flight Dates
> Hiatus Weeks Agency ()SHORR, JOHNSON, MAGNUS 1831 CHESTNUT ST. #602 PHILADELPHIA, PA 19103 //PI/P2/E //30S 08/07/2012 - 08/13/2012

> > Rep Firm Sales Office (Salesperson () PHILADELPHIA) AMY MCCREARY

1 of

w

Salesperson Phone# Salesperson FAX#

215-568-6540 215-568-1845

- CONTRACT COMMENT --

BERKLEY FOR SENATE -30S SC=*

- REMARKS -

PLEASE SEE NA BELOW. THANKS!

Daypart

LT]										
Ln		卢		N	ω		₽	ហ	Ø	7	* 00
Day	 	TU-F	Виуј	M Buyl	ĸ	Buy]	TU-F Buyl	TU-F	g S	Buyi M Buyi	TU-F Buyl Station
Time		5A-6A	Buyline Comment: NEWS	5A-6A Buyline Comment: NEWS	6A-7A	Buyline Comment: NEWS	F 6A-7A Buyline Comment: NEWS	E 7A-9A Buyline Comment: TODAY	7A-9A	Buyline Comment: TODAY 4P-430P Buyline Comment: NEWS	F 4P-430P Buyline Comment: NEWS tion Remark: V2 NA [
Program			nt: NEWS	nt: NEWS		nt: NEWS	nt: NEWS	TODAY		nt: TODAY nt: NEWS	TU-F 4P-430P Buyline Comment: NEWS Station Remark: V2 NA DT OLYMPICS
Len		:30		: 30	:30		:30	:30	. : 30	: 30	: 30
Rate		\$400.00		\$400.00	\$700.00		\$700.00	\$1,400.00	\$1,400.00	\$700.60	\$700.00
Dates		08/07-08/10		08/13-08/13	08/13-08/13		08/07-08/10	08/07-08/10	08/13-08/13	08/13-08/13	08/07-08/10
Spots/Week		4		+ 4	Ю			00	Ю	<u>س</u> م	zL
# of Weeks	-	ь	•	Н	ь		Ь	Ь	⊢ .	l¬	P
Total Spots		ıΔ		ş ,	2		හ	co	12	Н	44
Total Cost		\$1,600.00		\$400.00	\$1,400.00		\$5,600.00	\$11,200.00	\$2,800.00	\$700.00	s2,800.00
г											

1.1 4.4	13	*1 2	11	10	\(\rangle \)	Fax# LT In	late# r e#		Rep Order# EC'd Yes
SA Buyline	SU Buyline	SA 9P-930 Buyline Comm Station Remark:	SU Buyline	TU-SA { Buyline	TU-SA :	Day :	30S MICHAEL D'ETTORRE	Ž , Ž	6831863
5A-6P Buyline Comment: OLY DT WKEND	7A-6P Buyline Comment: OLY DT)P ent	7P-12A Buyline Comment: OLY PRIME	SA 8P-12A Buyline Comment: OLY PRIME	SA 730P-8P Buyline Comment: OLY ZONE	Time Pro	TTORRE	LAS VEGAS, NV. BERKLEY FOR SENATE EY FOR SENATE	Ver# 2
DT WKEND	DT	:: NEWS V2 NA DT OLYMPICS	PRIME	PRIME	ZONE	Program		TE	Status Returned
							Agency Crurans Flight Dates Hiatus Weeks	Agency () 1831 CI PHILAI	Traffic Order# 104122
:30	:30	:30	:30	:30	:30	Len		SHORR,	:r# 104122
\$1,700.00	\$1,700.00	\$500.00	\$6,000.00	\$6,000.00	\$750.00	Rate	08/07/2012 - 08/13/2012	() SHORR, JOHNSON, MAGNUS 1831 CHESTNUT ST. #602 PHILADELPHIA, PA 19103	
08/11-08/11	08/12-08/12	08/11-08/11	08/12-08/12	08/07-08/11	08/07-08/11	Dates	2	SUN	Printed: 07, Last Received: 07/ Showing Buylines: All Lines
<i>4</i> 3.	Δ _i ,	4	N	ഗ	ທ] 	Spots/Week	Salesperson Phone# Salesperson FAX#	Rep Firm Sales Office (Salesperson (07/09/2012 9:13 AM 07/09/2012 6:02 AM ines
H	ы	H	户	Ь	 	# 0 H @ e ks	Phone# FAX#		AM AM
414	44	ч	N	ហ	(5) 	Tota1 Spots	215-568-6540 215-568-1845	PHILADELPHIA AMY MCCREARY	
\$6,800.00	\$6,800.00	\$50 0 .00	\$12,000.00	\$30,000.00	\$3,750.00	Total Cost	40 45	EJA EARY	2 of 3

Daypart

-REPORT TOTALS-

15

TU-F

9A-4P

:30

\$1,200.00 08/07-08/10

12

 \vdash

12

\$14,400.00

Buyline Comment: OIY DT

Report Totals: 63 / \$100,750.00

-SALES MONTHLY TOTALS-

Aug 12: 63 / \$100,750.00
Sales Totals: 63 / \$100,750.00
Station Totals: 63 / \$100,750.00
Lines not sent/rcld/rtrn: 0 / \$0.00

—COMPETITIVE—	Estimate# 30S Buyer MICHAEL D'ETTORRE Phone# Fax#	Station KSNV-TV LAS VEGAS, NV. Advertiser ().BERKLEY FOR SENATE Product BERKLEY FOR SENATE	Rep Order# 6831863 Ver# 2 Status Returned EC'd Yes
Come of William Of William Of	Agency C/P1/P2/E //30S Flight Dates 08/07/2012 - 08/13/2012 Hiatus Weeks	Agency () SHORR, JOHNSON, MAGNUS 1831 CHESTNUT ST. #602 PHILADELPHIA, PA 19103	ed Traffic Order# 104122 Printed: 07 Last Received: 07 Showing Buylines: All Lines
VIDA VOA KONVI 49%	Salesperson Phone# 215-568-6540 Salesperson FAX# 215-568-1845	Rep Firm Sales Office () PHILADELPHIA Salesperson () AMY MCCREARY	07/09/2012 9:13 AM 07/09/2012 6:02 AM ines

3 of 3

Books Demos

JUL12 RA35+ NEW ORDER

-- COMPETITIVE COMMENTS-

Market Totals

\$205,612

CATV KTNV XXXX

0 0 %

KBLR

% % O O

KINC

0 W

KLAS KVMY

0 20

KSNV

13 49 %

EST SHARES BASED ON SEVERAL ORDERS